

LEO BURNETT U.S.A.

Ad No. 117-A-3 (Rev. 1 New Pack) Mark War. - Reg. No. 96441 - Page (93/4"x11 1/4")
4/2 Sunday Supplements, July, 1987
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FIRE UP A BLUES.

A whole new shade of menthol.

Kings and 100s.

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Long "100s" King relative to per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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